

WHAT IS CLAIMED IS:

1. A cosmetic non-sticky moisturizer for skin and hair comprising:
 - (a) at least about 10% by weight of the composition of a polyhydric alcohol humectant;
 - (b) about 0.01% to about 10% of a polymeric wetting agent which forms a uniform film in a Wetting Test;
 - (c) a cosmetically acceptable vehicle.
2. The composition of claim 1, wherein the composition further comprises an elastomer.
3. The composition of claim 1 wherein the polymeric wetting agent is selected from the group consisting of:
 - (b1) an amphipathic block copolymer;
 - (b2) a polymer containing a hydrophilic backbone modified with hydrophobic groups; and
 - (b3) mixtures thereof.
4. The composition of claim 1 wherein the composition further comprises a volatile silicone oil.
5. The composition of claim 1 wherein the composition further comprises a crystalline fatty acid.
6. The composition of claim 1 wherein the composition further comprises an oil.
7. The composition of claim 1 wherein the amount of the humectant in the composition is about 10% to about 90%.